



FORM PTO-1449	SERIAL NO.	CASE NO.
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT (use several sheets if necessary)	09/911,674	9623/332 GROUP ART UNIT 3661 -3625
	FILING DATE	July 24, 2001
	APPLICANT(S): Darren J. Davis et al.	

REFERENCE DESIGNATION **U.S. PATENT DOCUMENTS**

EXAMINER INITIAL	DOCUMENT NUMBER Number-Kind Code (if known)	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
CAN	D1 5,778,357	07/07/1998	Kolton et al.		
CAN	D2 5,794,259	08/11/1998	Kikinis		
CAN	D3 5,802,518	09/01/1998	Karaev et al.		
CAN	D4 5,845,278	12/01/1998	Kirsch et al.		
CAN	D5 5,864,871	01/26/1999	Kitain et al.		
CAN	D6 5,905,862	05/18/1999	Hoekstra		
CAN	D7 5,913,208	06/15/1999	Brown et al.		
CAN	D8 5,999,929	12/07/1999	Goodman		
CAN	D9 6,009,442	12/28/1999	Chen et al.		
CAN	D10 6,081,805	06/27/2000	Guha		
CAN	D11 6,101,510	08/08/2000	Stone et al.		
CAN	D12 6,115,718	09/05/2000	Huberman et al.		
CAN	D13 US 6,182,067 B1	01/30/2001	Presnell et al.		
CAN	D14 US 6,185,550 B1	02/06/2001	Snow et al.		
CAN	D15 US 6,192,380 B1	02/20/2001	Light et al.		
CAN	D16 US 6,275,820 B1	08/14/2001	Navin-Chandra et al.		
CAN	D17 US 6,275,854 B1	08/14/2001	Himmell et al.		
CAN	D18 US 6,304,864 B1	10/16/2001	Liddy et al.		
CAN	D19 US 2001/0044757 A1	11/22/2001	Robb et al.		
CAN	D20 US 2001/0051911 A1	12/13/2001	Marks et al.		
CAN	D21 US 6,349,307 B1	02/19/2002	Chen		
CAN	D22 US 6,363,377 B1	03/26/2002	Kravets et al.		
CAN	D23 US 6,385,602 B1	05/07/2002	Tso et al.		
CAN	D24 US 6,393,407 B1	05/21/2002	Middleton, III et al.		
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CAN	D27 US 2002/0169760 A1	11/14/2002	Cheung et al.		
CAN	D28 US 2003/0050863 A1	03/13/2003	Radwin		

FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER Number-Kind Code (if known)	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES OR NO
CAN	D29 EP 1 282 051 A1	02/05/2003	Europe		
CAN	D30 EP 1 282 059 A1	02/05/2003	Europe		
CAN	D31 WO 99/41694	08/19/1999	WIPO		

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	PRIMARY EXAMINER		

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		09/911,674	9623/332
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT		FILING DATE	GROUP ART UNIT
		July 24, 2001	3661 3025
(use several sheets if necessary)		APPLICANT(S): Darren J. Davis et al.	

FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES OR NO
CJAN	D32 WO 00/57333	09/28/2000	WIPO	_____	_____
CJAN	D33 WO 01/55929 A1	08/02/2001	WIPO	_____	_____

EXAMINER INITIAL	OTHER ART - NON PATENT LITERATURE DOCUMENTS	
	(Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.)	
CJAN	D34	I Seek It Home Page. Printed from the Internet on 5/21/99 at: < http://www.issekit.com/ >, pgs. 1-6.
• CJAN	D35	Haas, Stephanie W. et al., "Page and Link Classifications: Connecting Diverse Resources", <i>ACM Digital Libraries</i> , March 1998, pgs. 99-107.
• CJAN	D36	"New Service Puts Ad Auction, Search Engine Under One Roof", <i>Electronic Advertising & Marketplace Report</i> , dated 04/28/98, Vol. 12, No. 18, pgs. 1-2.
CJAN	D37	Search Report for Great Britain patent application No. GB 0226369.7, dated May 8, 2003, 1 page.

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FORM PTO-1449 <i>PATENT AND TRADEMARK OFFICE</i>	SERIAL NO. 09/911,674	CASE NO. 9623/334
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE July 24, 2001	GROUP ART UNIT 3661 TBA (Parent GAU 2165)
(use several sheets if necessary)	APPLICANT(S): Davis, et al.	

REFERENCE DESIGNATION

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EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
CAN	A1 5,659,732	08/19/97	Kirsch	395/605	05/17/95
CAN	A2 5,717,923	02/10/98	Dedrick	396/613	11/03/94
CAN	A3 5,724,424	03/03/98	Gifford	380/24	11/29/95
CAN	A4 5,724,521	03/03/98	Dedrick	395/226	11/03/94
CAN	A5 5,724,524	03/1998	Hunt et al.	395/237	12/15/95
CAN	A6 5,748,954	05/1998	Maudlin	395/610	06/05/95
CAN	A7 5,752,238	05/12/98	Dedrick	705/14	11/03/94
CAN	A8 5,768,521	06/16/98	Dedrick	395/226	02/02/96
CAN	A9 5,794,210	08/11/98	Goldhaber, et al.	705/14	12/11/95
CAN	A10 5,826,241	10/20/98	Stein, et al.	705/26	09/16/94
CAN	A11 5,848,397	12/08/98	Marsh, et al.	705/14	04/19/96
CAN	A12 5,848,407	12/08/98	Ishikawa, et al.	707/2	05/22/97
CAN	A13 5,852,820	12/22/98	Burrows	707/2	08/09/96
CAN	A14 5,855,008	12/29/98	Goldhaber, et al.	705/14	08/28/97
CAN	A15 5,864,845	01/26/99	Voorhees, et al.	707/5	06/28/96
CAN	A16 5,864,846	01/26/99	Voorhees, et al.	707/5	06/28/96
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CAN	A22 * 6,296,361 B1	07/31/01	Davis et al.	707/3	05/28/99

FOREIGN PATENT DOCUMENTS

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EXAMINER INITIAL	DOCUMENT NUMBER	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES	TRANSLATION NO
CAN	A23 WO 99/20486	09/1999	WIPO	_____	_____	_____
CAN	A24 WO 99/48028	09/1999	WIPO	_____	_____	_____
CAN	A25 WO 2000/16218	03/2000	WIPO	_____	_____	_____
CAN	A26 WO 2000/41090	07/2000	WIPO	_____	RECEIVED	_____

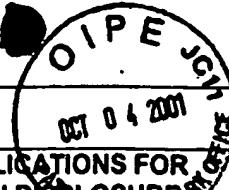
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APPLICANT(S): Davis, et al.		



EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
CAN	A27	Database of Corporate ResourceNet, "New Service Puts An Auction Search Engine Under One Roof", Electronic Advertising & Marketplace Report, Vol. 12, Issue 8, Apr. 1998, page 6.
CAN	A28	Espe, "Online Search Engines Start To Charge For Listings", Washington Business Journal, Vol. 18, Issue 1, May 1999, page 31.
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CAN	A37	"Frequently Asked Questions NT Image Search & Retrieval (IS&R)", by US Patent & Trademark Office, Dec. 1997.
CAN	A38	"Chapter 1-Introduction to Dialog", by Dialog Information Service, Inc. pp 1-1 to 1-14.
CAN	A39	"Automated Patent System (APS) Workstation Reference Manual", by US Patent & Trademark Office, July 1996.
CAN	A40	Frentzen, Jeff, "Help for Getting the Word Out About Web Sites", PC Week, v14, n46, p. 27(1), Nov. 3, 1997.
CAN	A41	Miller, Karen L., "Improve Your Ranking (Building Web Sites to Attract Web Searches)", Home Office Computer, v16, n1, p 51(2) Jan, 1998.
CAN	A42	Wingfield, "Another Engine Takes Ads By The Click", from http://www.news.com?news/Item/0.4.1387,00/html , May 1996.
CAN	A43	Pelline, "New Search Engine Goes Commercial", by CNET News.com, Feb. 1998.
CAN	A44	Wang, "Engines Battle Irrelevance of Results-New Search Service Hope To Fill The Void", by Internet World, Feb. 1998.
CAN	A45	Vondr Haar, "Searching For The Highest Bidder", from Inter@active week .
CAN	A46	Riedman, "Search Engine Startup To Auction Listings", from Interactive-Advertising, Feb. 1998.
CAN	A47	Rich, "New Search Engine Allows Sites To Pay Their Way to Top", from http://www.adweek.com/ig/ignews02.asp .
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EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)		
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CHAN	A52	"Going, Going ...", from A Closer Look of the Wall Street Journal-Marketplace, April 1998.	
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CHAN	A54	Glaser, "Who Will GoTo.com", from OnlinePress.com, Feb. 1998.	
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CHAN	A61	Alyson, "Searching The Search Engines", from Bacon's, May 1998.	
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CHAN	A68	G. David Doran, "Pay to Play", Entrepreneur, July 1998, p. 18.	
CHAN	A69	Advertising Age-Interactive Daily Homepage; obtained at the internet address http://www.adage.com/interactive/daily/index.html , June 8, 1998.	
CHAN	A70	Kim Komando, "With About 320 Million Sites, Search Engines Offer Some Help", copyright 1998, Los Angeles Times Syndication.	
CHAN	A71	Margot Williams, "How To Ease Your Online Searches", Lansing State Journal, June 1, 1998.	
CHAN	A72	"GoTo.com Gets Venture Funding", Internet World Magazine, June 1, 1998.	

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EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)		
CAN	A73	Sasha Alyson, "Searching The Search Engines", Front Page, May 8, 1998.	
CAN	A74	Advertising Age-Interactive Daily Homepage, February 23, 1998, "Search Engine Startup To Auction Listings", obtained at the internet address http://www.adage.com/interactive/mdiary/index.html .	
CAN	A75	Brian McWilliams, PC World Online, February 23, 1998, "Search Engine To Sell Top Positions On Results Lists", obtained at the internet address http://www.pcworld.com/news/daily/data/0298/9880223173204.html .	
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CAN	A83	David Coursey, "Coursey.com", March 1998.	
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CAN	A85	Laurie J. Flynn, "With GoTo.com's Search Engine, The Highest Bidder Shall Be Ranked First", The New York Times, March 1998, p. C1.	
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CAN	A89	Patricia Riedman, "Search Engine Startup To Auction Listings", Advertising Age Magazine, February 23, 1998, p. 34.	
CAN	A90	Steven Vonder Haar, ZDNet.com, February 19, 1998, "Searching For The Highest Bidder", obtained at the internet address http://www.zdnet.com/intweek/daily/980219i.html , February 23, 1998.	
CAN	A91	Nelson Wang, "Engines Battle Irrelevance of Results", Internet World, Feb. 10, 1998, p. 1	
CAN	A92	Interactive Week Magazine, Garden City, N.Y. May 25, 1998.	
CAN	A93	Jeff Pelline, "New Search Engine Goes Commerical", CNET News.com, from http://www.news.com/News/Item/0,4,19281,00.html , Feb. 20, 1998.	

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EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)		
CAN	A94	Nick Wingfield, Staff Writer, CNET News.com, June 21, 1996, "Engine Sells Results, Draws Fire", obtained at the internet address http://www.news.com/News/Item/Textonly/0,25,1635,00.html , July 29, 1999.	
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CAN	A102	"Tips & Tricks", July 15, 1999, obtained at the internet address http://www.searchup.com/tipsandtricks.cfm .	
CAN	A103	Correspondence from Bryan Buck, President of SearchUp.com, July 7, 1999.	
CAN	A104	Saul Hansell "Alta Vista Invites Advertisers to Pay for Top Ranking", The New York Times, April 15, 1999, p. C2	
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CAN	A106	hitsgalore.com Search Engine, May 21, 1999, obtained at the internet address http://www.hitsgalore.com	
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CAN	A108	Correspondence from Emilia F. Cannella to Robert Brahms, CEO of BeFirst Internet Corporation regarding findwhat.com , July 20, 1999.	
CAN	A109	Correspondence from Emilia F. Cannella to Michael Melcher, MC Services regarding SearchUP.com , July 1, 1999.	
CAN	A110	Correspondence from Emilia F. Cannella to Robert G. Schuler, Esq., Kegler, Brown, Hill & Ritter regarding iseekit.com , July 1, 1999.	
CAN	A111	Correspondence from Emilia F. Cannella to Andrew Conru, Vote Publishing regarding galore.com , June 30, 1999.	
CAN	A112	SearchUP.com - Internet Directory, Automated Bid Placement System, obtained at the internet address http://www.searchup.com/search.cfm , August 25, 1999.	

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EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
CAN	A113	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/searchup/login.cfm , August 25, 1999.
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CAN	A115	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/getaccount/login.cfm , August 25, 1999.
CAN	A116	Correspondence from Emilia F. Cannella to Mr. D. Reed, Reports Galore, regarding hitsgalore.com , June 30, 1999.
CAN	A117	Miller, Karen L., "Improve Your Ranking", Home Office Computer, Vol. 16, No. 1, Jan. 1998, p. 51(2).
CAN	A118	Jeff Fretzen, "Help For Getting The Word Out About Web Sites", PC Week, Vo. 14, No. 46, Nov. 3, 1997, p. 27(1).
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CAN	A123	GoTo.com, circa 1998, at www.goto.com
CAN	A124	Northern Light, circa 1997-98, at sirocco.northernlight.com
CAN	A125	Laura Rich, Adweek Online IQ News Online, February 23, 1998, "New Search Engine Allows Sites to Pay Their Way to Top", from http://www.adweek.com/iq/iqnews02.asp , February 23, 1998.
CAN	A126	Smith, Laura B., article "Going ... Gone", PC Week, Vol. 13, No. 34, August 26, 1996, p E1 (2), http://www.dialog-classic.com/DialogClassic/dialog .
CAN	A127	Cliff Kurtzman, "Another Internet Advertising List", Internet Advertising Digest #006, dated June 19, 1996, from http://www.o-a.com/archive/1996/june.0021.html , printed 09/28/01, 5 pages.

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EXAMINER PRIMARY EXAMINER	CUONG NGUYEN	DATE CONSIDERED 9/10/05
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OIP
MAY 28 2003

FORM PTO-1449 LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT (use several sheets if necessary)	SERIAL NO. 09/911,674	CASE NO. 9623/334 GROUP ART UNIT 3661 -3625
APPLICANT(S): Darren J. Davis et al.		

REFERENCE DESIGNATION **U.S. PATENT DOCUMENTS**

EXAMINER INITIAL	DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
CAN	C1 5,778,367	07/07/98	Wesinger, Jr. et al.		
CAN	C2 5,862,223	01/19/99	Walker et al.		
CAN	C3 US 6,285,987 B1	09/04/01	Roth et al.		

EXAMINER INITIAL			OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)
CAN	C4	News of The Week articles, <i>Telephony</i> , May 1, 1995, pages 8 and 10.	
CAN	C5	Nuts 'N Bolts articles, <i>Target Marketing</i> , October 1997, 1 page.	
CAN	C6	DoubleClick Testlit!, obtained at the internet address: http://web.archive.org/web/19980205034316/www.doubleclick.com/nf/adinfo/testiset.htm , dated 10/16/2002, 4 pages.	
CAN	C7	DoubleClick Frequently Asked Questions, obtained at the internet address: http://web.archive.org/web/19980205033925/www.doubleclick.com/nf/adinfo/facts.htm , dated 10/16/2002, 5 pages.	
CAN	C8	"New Service Puts Ad Auction, Search Engine Under One Roof", article from <i>Electronic Advertising & Marketplace Report, Simba Information, Inc.</i> April 28, 1998, 2 pages.	
CAN	C9	Google Search, communication from Jeffrey Brewer at Jeffrey@goto.com, titled "Need reverse stemming software", dated May 27, 1998, obtained at the internet address: http://groups.google.com/groups?selm=356CEE4A8DE882A8%40goto.com , on 12/19/02, 1 page.	
CAN	C10	Ketchpel, Steven P. et al. "U-PAI: A Universal Payment Application Interface", conference material article from the Second USENIX Workshop on Electronic Commerce Proceedings, Oakland, California, November 18-21, 1996, 17 pages.	
CAN	C11	Schwartz, Randal L., "Click-Through Tracking in Perl", <i>Web Techniques</i> , dated May 1998, located at the internet address: www.webtechniques.com , 3 pages.	
CAN	C12	Van Roeden, Adriaan, "Your Own Search Engine With SWISH, A Custom Search Facility For Your Web Site", <i>Web Techniques</i> , dated November 1996, located at the internet address: www.webtechniques.com , pp. 63-66 pages.	
CAN	C13	Full Catalog – Categories Menu, Sun Microsystems Sun Solutions Catalog, obtained at the internet address: http://web.archive.org/web/19981205110211/solutions.sun.com/catalogs/all/index.htm , printed on 12/19/02, 2 pages.	
CAN	C14	Help on Making Queries – Search by Company or Product, obtained at the internet address: http://web.archive.org/web/19981203050002/solutions.sun.com/search-help.htm , printed on 12/19/02, 4 pages.	
CAN	C15	Online Updating, Sun Microsystems Sun Solutions Catalog obtained at the internet address: http://web.archive.org/web/19990220190636/solutions.sun.com/editmodule/help.html , printed on 12/19/02, 2 pages.	

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FORM PTO-1463 TRADEMADE 63	SERIAL NO. 09/911,674	CASE NO. 9623/334
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE July 24, 2001	GROUP ART UNIT 3661 3622
(use several sheets if necessary)	APPLICANT(S): Darren J. Davis et al.	

REFERENCE DESIGNATION

U.S. PATENT DOCUMENTS

FOREIGN PATENT DOCUMENTS

FOREIGN PATENT DOCUMENTS						
EXAMINER INITIAL		DOCUMENT NUMBER	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES NO
B						
B						
B						
B						
B						

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
CHAN	B2	Press Release article titled "GoTo.com Announces First round of Financing, Totaling More Than \$6 Million, Led by Draper, Fisher Jurvetson", <i>Business Wire</i> , dated May 19, 1998, printed from the Internet at < http://www.dialogclassic.com/main.vingw > on 11/9/00, 2 pages.
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